

# Montana WIC Program Retailer Newsletter



Summer 2010

## Change to Retailer Authorization & Re-authorization Selection Criteria

The Montana WIC Program uses established criteria to evaluate and select retailers for initial and continuing participation in the WIC Program.

In the past, Montana WIC did not require that retail applicants be authorized to accept Supplemental Nutrition Assistance Program (SNAP) benefits, but as of October 2010 that will change. All new retail applicants and all authorized retailers, whose contracts are up for renewal will have to meet this criteria and be authorized to accept SNAP benefits in order to continue to accept WIC benefits.

This change has been brought on by Program efforts to automate the WIC benefit redemption process to an EBT system. Montana WIC currently has an EBT Planning Grant and hopes to have the system in place within the next three years. SNAP authorized retailers often have integrated systems, electronic terminals and scanning equipment necessary for EBT readiness.

If your Montana WIC contract is up for renewal in 2011 and you are not currently authorized to accept SNAP, please contact SNAP at (406)441-1190 to find out how to apply.

If you have questions about your WIC contract call 800-433-4298, option 2.

## Montana WIC Facts - May 2010

- Montana WIC participants served - 21,050
- Authorized retailers - 202
- Dollars redeemed - \$997,049.76
- Benefits paid - 47,161
- Benefits rejected - 394
- Top rejection reasons:
  - ⇒ Missing stamp - 228
  - ⇒ Illegible stamp - 92
  - ⇒ Over Max Price - 33
  - ⇒ Missing Signature - 17

Please share this  
information with  
your staff.

Price Survey 2

Similac Label  
Changes

Infant Formula  
Purchase List

Fruit &  
Vegetable  
Reminder 3

About WIC

Farm direct 4

8th Continent  
Label Change

## Price Survey

With the Montana WIC Program's move to a new computer system and peer groups, price surveys will now be issued and collected every six months instead of every three!

The last survey was conducted in February and the next survey will be distributed in August. The new computer system was suppose to contain an electronic version of the price survey, but that is not functioning at this point. We will continue with the paper survey until this is resolved.

## Minimum Stocking Requirements

WIC customers shop with their WIC benefits every day of the month. To meet contract requirements and the needs of WIC customers, retailers must have at least the minimum quantities of WIC foods on the shelf at all times to meet the needs of WIC participants.

The WIC contract requires authorized stores to carry enough WIC contract formula to serve WIC customers. Most WIC infants are issued powered formula and they typically receive 8 to 10 cans of powdered formula each month.

Changes were made in May to the three required Similac infant formulas as described in the Spring edition of the Retailer Newsletter and can be found pictured below. The size and name changes have also been included on the enclosed Minimum Stocking Requirements list. **Please remove page 49 from your Retail Reference Manual and replace it with the enclosed sheet.**



## Formula Purchase Sites

Federal policies require State WIC agencies to publish a List of Formula Wholesalers, Distributors, Retailers, and Manufacturers from which retailers must purchase their infant formula. This is to ensure that the formula has not been compromised. The 2010 list is posted on Montana WIC's website [www.wic.mt.gov](http://www.wic.mt.gov).

## Fresh Fruit & Vegetable Refresher

In November 2009, Montana WIC participants, staff, and authorized stores made the biggest change in WIC history a huge success! The new food package, now offered in all 50 states, brings better health and nutrition to all WIC families.

Below is a refresher for long-time and new store employees. Make sure everyone that handles WIC transactions has a chance to read this.



### Fruits and vegetables: What can WIC shoppers buy?

The Fruit & Vegetable Benefit allows Montana WIC participants to buy fresh fruits and vegetables and/or frozen vegetables. The WIC Food List provides a guide to figure out which items are allowed, but some items cause confusion at check out. The lists below answers some of the questions store employees have asked.

<b>Allowed:</b>	<b>Not allowed - not a fruit or vegetable:</b>	<b>Not allowed - herbs:</b>	
Cactus leaf	Aloe-Vera	Anise	Lemongrass
Celery root	Banana leaves	Basil	Marjoram
Coconut	Corn husks	Bay leaves	Mint
Garlic	Sugarcane	Caraway	Oregano
Peppers/chilies	Vanilla bean	Chives	Parsley
Pumpkin - undecorated	Wheatgrass	Cilantro	Rosemary
Shallots		Dill	Sage
Sprouts		Fenugreek	Savory
Tomatillos		Horseradish	Tarragon
Yucca root			Thyme

## WIC Provides Good Food and a Whole Lot More

WIC is a nutrition program that provides nutrition and health education, breastfeeding support, and referrals to other services free of charge to Montana families who qualify. WIC stands for “Special Supplemental Nutrition program for Women, Infants and Children”.

WIC offers families:

- ⇒ Tips for eating well to improve health
- ⇒ Breastfeeding promotion and support
- ⇒ Benefits to buy healthy food
- ⇒ Immunization screening and referrals
- ⇒ Health and social service referrals

WIC appreciates you being a partner with us in providing nutritious food to Montana’s families!



## 8th Continent Soymilk Label Change

Changes in the packaging of one of the WIC approved soy milk beverages will be hitting stores soon.

The UPC will remain the same (53859 07066).



## Welcome Farm Direct!

In May 2010, Montana WIC began authorizing local farmers to accept the Fruit & Vegetable Benefit at farmers' markets or roadside stands. Many Montana farmers have been participating in the summer Farmers' Market Nutrition Program for several years. This is a wonderful opportunity for WIC shoppers to have access to locally grown produce!

**Remember:** \$6 Farmers' Market Nutrition Program benefits can only be accepted by farmers. If a WIC shopper tries to spend one in your grocery store, do not accept it and refer them to the WIC clinic. A FMNP benefit is pictured below so you know what to watch for.

MONTANA DEPT. OF PUBLIC HEALTH & HUMAN SERVICES			
FIRST DATE OF USE	LAST DATE OF USE	FARMER'S DATE OF ACCEPTANCE	AMOUNT OF SALE
6/15/10	9/30/10		
2010 NOT REDEEMABLE IN GROCERY STORES			STAMP AUTHORIZED MARKET MASTER NUMBER HERE
Up to Six Dollars and no/100			CORRECTED AMOUNT
NO CHANGE GIVEN			INITIALS
<p><b>Do not redeem in-store!</b></p> <p><b>SOLUTRAN</b> Good for the purchase of fresh, locally grown fruits and vegetables from an authorized Farm Direct Farmer. Any other use constitutes fraud.</p>			



### Department of Public Health & Human Services Montana WIC Program

1400 Broadway, Cogswell Bldg. C305  
PO Box 202951  
Helena MT 59620-2951

Phone: (406)444-5533  
1-800-433-4298 Option 2  
Fax: (406)444-0239

[www.wic.mt.gov](http://www.wic.mt.gov)

225 copies of MONTANA WIC RETAILER NEWSLETTER were published at an estimated cost of \$0.122 per copy, for a total cost of \$27.45 for printing and \$99.00 for distribution.

### Who do you call?

Retailers should contact their **Local WIC Agency** for concerns regarding complaints and general program questions.

Contact **Trish Kurek (406-444-5530)** at the State WIC office if your store will be changing ownership or you have questions about your contract.

Contact **Carrie Reynolds (406-444-4746)** at the State WIC office when issues arise with WIC benefits or prices change for WIC approved foods.

THE U.S. DEPARTMENT OF AGRICULTURE (USDA) PROHIBITS DISCRIMINATION IN ALL ITS PROGRAMS AND ACTIVITIES ON THE BASIS OF RACE, COLOR, NATIONAL ORIGIN, GENDER, RELIGION, AGE, DISABILITY, OR POLITICAL BELIEFS. (NOT ALL PROHIBITED BASES APPLY TO ALL PROGRAMS.) PERSONS WITH DISABILITIES WHO REQUIRE ALTERNATIVE MEANS FOR COMMUNICATION OF PROGRAM INFORMATION (BRAILLE, LARGE PRINT, AUDIOTAPES, ETC.) SHOULD CONTACT USDA'S TARGET CENTER AT (202) 720-2600 (VOICE AND TDD.)

TO FILE A COMPLAINT OF DISCRIMINATION, WRITE USDA, DIRECTOR, OFFICE OF ADJUDICATION AND COMPLIANCE, 1400 INDEPENDENCE AVE. SW, WASHINGTON D.C. 20250-9410 OR CALL (202) 720-5964 (VOICE AND TDD.) USDA IS AN EQUAL OPPORTUNITY PROVIDER AND EMPLOYER.